



2010 One Show Interactive Categories & Fees

WEBSITES & MICROSITES (Single \$300)

- A. **Branded Games** - Games based around a brand's identity and image.
- B. **Consumer Goods** - Goods with a life span of less than 3 years. Includes household products, personal electronics, clothing, footwear, food, etc.
- C. **Corporate Website** - The online home of a corporation, brand, or project.
- D. **Durable Goods** - Goods with a life span of 3 or more years. Includes cars, furnishings, appliances, business equipment etc.
- E. **E-Commerce** - A site whose main purpose is to process monetary transactions.
- F. **Public Service/ Non Profit** - Sites produced on behalf of a cause for a non-profit organization or NGO, regardless of whether the producers of the work were compensated monetarily. This category includes educational advertising.
- G. **Self Promotion** - A site created by agencies or individuals to promote themselves.
- H. **Services** - Includes non-tangible products such as news, advice, opinion, reviews, consulting, etc.
- I. **Social Networks/ Community** - A site created to bring together a community of people electronically.

MOBILE APPLICATIONS/SITES (Single \$300)

- A. **Augmented Reality** - The merging of a real world environment with computer generated imagery.
- B. **Branded Games** - Games based on a brand's identity and image.
- C. **Consumer Goods** - Goods with a life span of less than 3 years. Includes household products, personal electronics, clothing, footwear, food, etc.
- D. **Corporate Website** - - The online home of a corporation.
- E. **Durable Goods** - Goods with a life span of 3 or more years. Includes cars, furnishings, appliances, business equipment etc.
- F. **Public Service/ Non-Profit** - An application or mobile site produced on behalf of a cause for a non-profit organization or NGO, regardless of whether the producers of the work were compensated monetarily. This category includes educational advertising.
- G. **E-Commerce** - An application or mobile site, or area within a site, whose main purpose is to process monetary transactions.
- H. **Self Promotion** - An application or mobile site created by agencies or individuals to

promote themselves.

- I. **Services** - This includes any non-tangible product including financial news and advice, opinion, reviews, consulting, news etc.
- J. **Social Networks/ Community** - An application or mobile site focused on bringing together a community of people through electronic means.

INTERACTIVE ADVERTISING (Single \$300 / Campaign \$350)

- A. **Augmented Reality** - The merging of a real world environment with computer generated imagery.
- B. **Banners - Fixed Space** - Entries must be contained within the banners' fixed border and cannot extend beyond that space.
- C. **Banners - Dynamic** - Rollover and click expanding banners, rich media banners, pop-ups, interstitials, audio and video skyscraper etc.
- D. **Environmental / Experiential** - The creation of a physical space or experience that brings the consumer into direct contact with a brand, product or idea. This includes installations, events and competitions.
- E. **Other Interactive Media** -
- F. **Public Service/ Non-Profit** -
- G. **Self Promotion** -

ONLINE FILMS AND VIDEO (Single \$300 / Campaign \$350)

- A. **Events and Live Webcast** - Live events and/or webcasts of same.
- B. **Individual Short or Episode** - A narrative or informational piece three minutes long or less.
- C. **Long Form or Series** - A narrative or informational piece 4 minutes long or more.
- D. **Public Service** - Events, videos or branded content dedicated to the public good whether for a charity, non-profit or NGO.
- E. **Self Promotion** -
- F. **Video Remixes/Mashups** - Work derived from combining and modifying existing digital text, graphics, audio, video, or animation.

INTEGRATED BRANDING (Campaign \$700)

- A. **360° Campaign** - Campaigns containing 3-10 pieces spanning across a combination of online and traditional medias.
- B. **Online Campaign** - Campaigns containing 3-10 pieces spanning across different online media.

CRAFT (Single \$300)

- A. **Interface design** - The aesthetic feel and usability of a computer, application, mobile device, website or other user interface.
- B. **Typography** - The design and arrangement of typefaces, point size, line length and spacing between characters.
- C. **Animation/Motion Graphics**
- D. **Sound Design**

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